

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of rewarding ~~an entity~~ with wireless airtime units, comprising:

automatically creating credit in a wireless service account associated with a wireless communication device, said credit stored in a wireless service account server, in response to active interaction with a given web site of a seller of goods or services offering wireless airtime units; and

deducting said credited wireless airtime units from said wireless service account in response to utilization of ~~[[a]]~~ said wireless communication device associated with said credited wireless airtime units.

2. (currently amended) The method of rewarding ~~an entity~~ with wireless airtime units according to claim 1, further comprising:

deducting payment of goods with said wireless airtime units.

3. (canceled)

4. (canceled)

5. (currently amended) The method of rewarding ~~an entity~~ with wireless airtime units according to claim 1, further comprising:

deducting payment for a service with said wireless airtime units.

6. (currently amended) The method of rewarding ~~an entity~~ with wireless airtime units according to claim 1, wherein:

said deducting transfers said wireless airtime units from a buyer's account to a seller's account.

7. (currently amended) The method of rewarding ~~an entity~~ with wireless airtime units according to claim 6, wherein:

said wireless airtime units are used in a metered wireless communications system.

8. (currently amended) The method of rewarding ~~an entity~~ with wireless airtime units according to claim 6, wherein:

said wireless airtime units are used in a post-paid wireless communications system.

9-17. (canceled)

18. (currently amended) A method of conducting e-commerce, comprising:

transmitting from a wireless service account server an offer for wireless airtime units credited to a wireless service account based on active interaction with a given web site;

automatically creating credit in said wireless service account associated with a wireless communication device, said credit stored in said wireless service account server, in response to said active interaction with said given web site of a seller of goods or services; and

deducting said credited wireless airtime units from said wireless service account in response to utilization of a wireless communication device associated with said credited wireless airtime units.

19. (currently amended) The method of conducting e-commerce according to claim 18, further comprising:

creating said wireless service account for ~~said a~~ a user in response to said user having actively interacted with said given web site.

20. (previously presented) The method of conducting e-commerce according to claim 18, wherein:

said wireless service account is a metered wireless service account.

21. (currently amended) A method of paying for an offering, comprising:

automatically creating credit in a wireless service account associated with a wireless communication device, said credit stored in a wireless service account server, in response to active interaction with a given web site of a seller of goods or services offering wireless airtime units ~~to said entity~~;

maintaining in said wireless service account a count of said wireless airtime units ~~associated with said entity~~; and

deducting said credited wireless airtime units from said wireless service account in response to utilization of ~~[[a]]~~ said wireless communication device associated with said credited wireless airtime units.

22. (previously presented) The method of paying for an offering according to claim 21, wherein:

said goods or services are purchased in exchange for a predefined number of said wireless airtime units.

23. (currently amended) The method of paying for an offering according to claim 21, further comprising:

accepting a predefined number of said wireless airtime units in exchange for ~~said entity having actively interacted~~ active interaction with said given web site.

24. (previously presented) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are credited for performing a purchase on said given web site.

25. (previously presented) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are credited for visiting said given web site.

26. (original) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units represent metered wireless services.

27. (currently amended) The method of paying for an offering according to claim 21, further comprising:

crediting at least two wireless airtime units to said wireless service account in response to ~~said entity having actively interacted~~ active interaction with said given web site.

28. (currently amended) The method of paying for an offering according to claim 21, further comprising:

crediting one wireless airtime unit to said wireless service account in response to ~~said entity having actively interacted~~ active interaction with said given web site.

29-41. (canceled)